

**B.Sc. FASHION MERCHANDISING AND
RETAIL MANAGEMENT (BSCFMRM)**

Term-End Examination

June, 2017

00447

BFW-008 : RETAIL MERCHANDISING – I

Time : 3 hours

Maximum Marks : 70

Note : Attempt any **seven** questions. All questions carry equal marks.

1. Discuss the roles and responsibilities of various functionaries in the merchandising department of a typical retail organization. 10

2. What factors will you consider while deciding the assortment variety for a retailer ? 10

3. Enumerate four merchandise mix strategies used by retailers. Also give advantages, disadvantages and examples of each. 10

4. What do you understand by the various components of a merchandise mix ? Discuss in detail. 10

5. What do you understand by various components of merchandise budget ? Define merchandise budget. 10
 6. Differentiate between Traditional, Lifestyle and Luxury retailing with the help of examples. 10
 7. “Retail Merchandising comprises of having the right merchandise in the right place, in the right quantities at the right prices at the right time.” Elaborate. 10
 8. Discuss various factors which influence fashion trends in a society. Also explain the acceptance of fashion from one socio-economic group to another. 10
 9. What do you understand by brand mix used by a retailer ? Discuss the advantages and disadvantages of keeping different types of brands. 10
 10. Write short notes on any **two** of the following : $2 \times 5 = 10$
 - (a) Assortment Diversity Index
 - (b) Model Stock Plan
 - (c) E-retail
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